

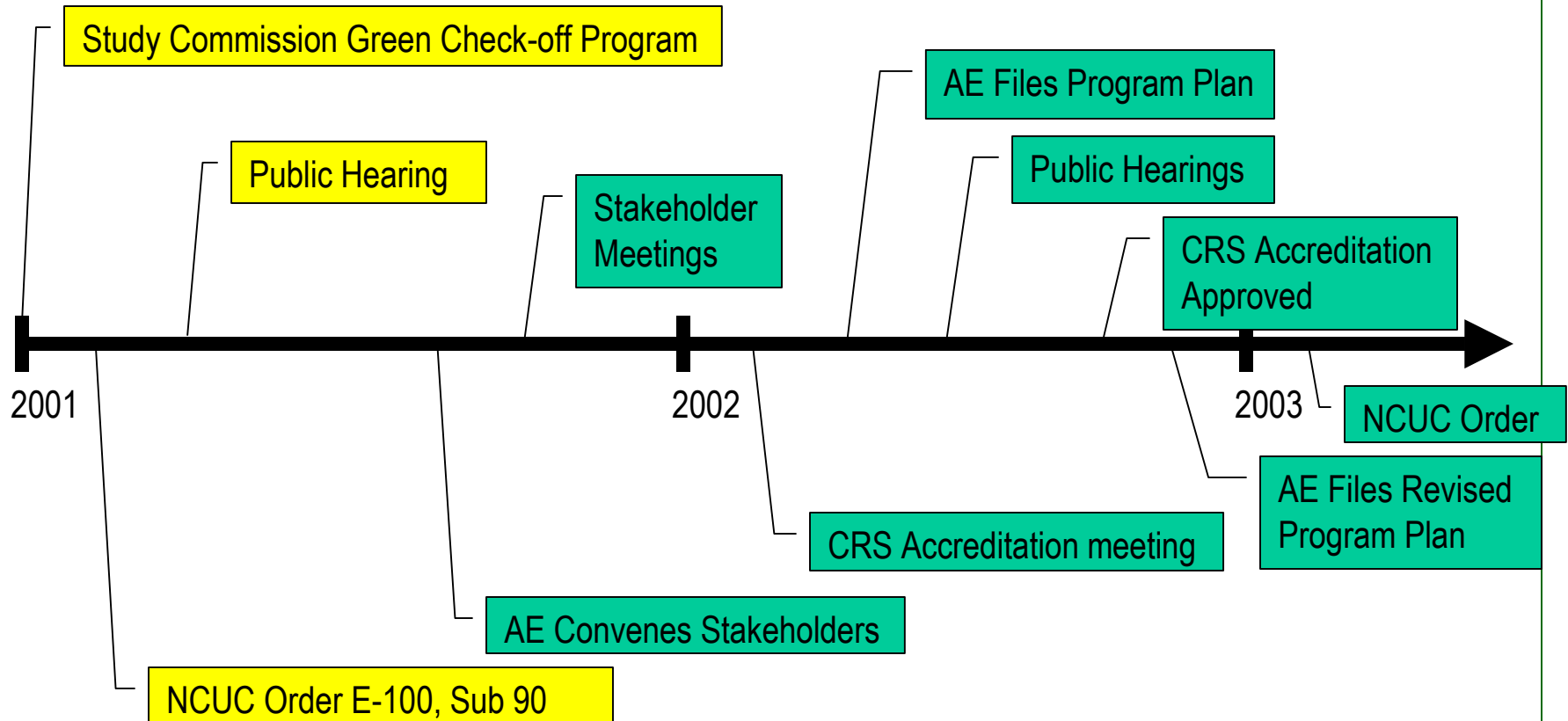
NcGreenPower

**Eighth National Green Power Marketing
Conference**

Carl L. Wilkins, Advanced Energy

Program Manager

Timeline



Stakeholders

- **N.C. State Energy Office**
- **Investor-owned utilities (4)**
- **Electric cooperatives (26)**
- **Public Power (51 municipalities)**
- **Citizen Action Groups (5+)**
- **Suppliers (7+ green power generators)**
- **Regulators (EPA, NCUC, Atty. Gen. ...)**
- **Consultants (GP Marketers)**

Carl's List of Demands

- **All electric utilities agree to work together**
- **One brand, one product, one message**
- **Cash basis, no capitalization of assets**
- **Voluntary, tax-deductible contributions**
- **Utilities work closely with citizen and environmental activists**
- **Utilities do billing and collection of revenue at no cost to program**
- **Utilities file identical tariffs (including co-ops and municipals)**
- **Utilities and potential suppliers must negotiate purchase power agreements**

Carl's List of Demands

(cont'd)

- **Environmental community and activists must reach consensus with utilities**
- **Pay for generation (energy) produced only**
- **Collect contributions first, then find the renewable energy suppliers/developers**
- **All generation must be in geographic state boundaries**
- **Independent power producers be primary source**
- **Provisions for selected existing green resources**
- **No increase of costs to non-participants**

Carl's List of Demands (cont'd)

- **Approved by the NCUC**
- **Board of Directors with fair representation from all stakeholders**
- **Board of Directors appointed by NCUC**
- **Third-party certification or accreditation**
- **All generation must be in geographic state boundaries**
- **Must be some wind and solar generation**
- **Design our own bill inserts that each utility will use, at no cost to program**

First of its kind in the US

First statewide, voluntary program involving all electricity providers (investor-owned utilities, electric cooperatives and municipals) in a regulated market using a 3rd party non-profit administrator (tax deduction) and independent power producers

Mission

To improve the quality of the environment by encouraging the development of renewable energy resources through consumers' voluntary purchase of green power.

Objectives

- **Improve quality of environment**
- **Increase amount of generation from renewables**
- **Maximize investment in renewable generation**
- **Maximize number of participants**

NC GreenPower Options

- **\$4 per block**
 - **Designed for residential customers and small businesses**
 - **\$4 per block of 100 kWh**
 - **Minimum contribution=One block or \$4 per month**
- **\$250 per 100 Blocks**
 - **Designed for large-scale industrial and commercial customers**
 - **\$2.50 per block of 100 kWh**
 - **Minimum contribution=100 blocks or \$250 per month**

**NC
GreenPower**

Product Offering

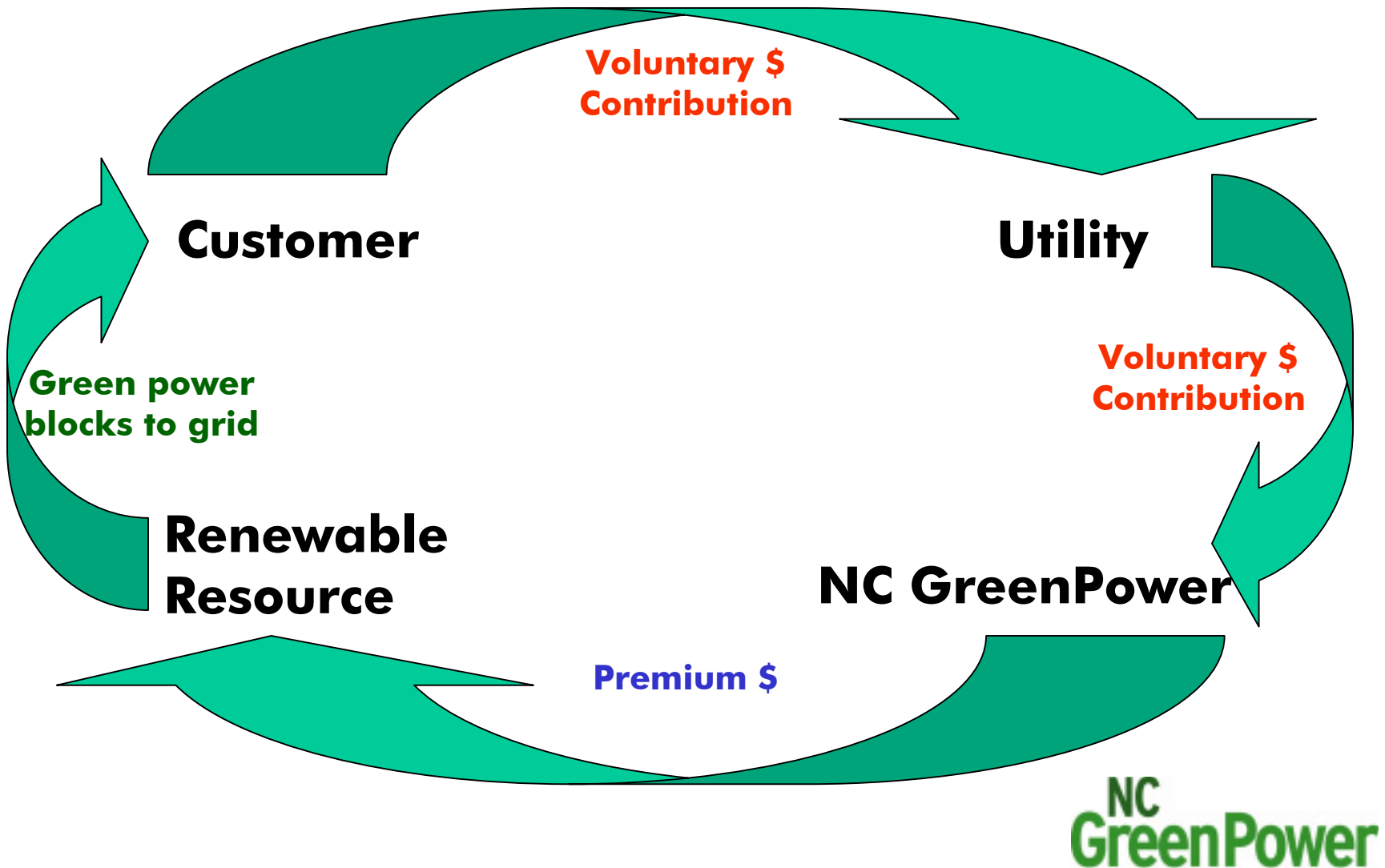
- **“Mass Market”**

- Solar
- Wind
- Methane

- **“Large Volume”**

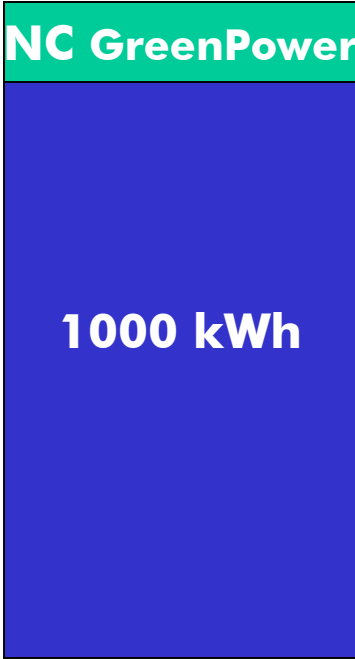

- Solar
- Wind
- Methane
- Small hydro
- Biomass
 - Agriculture Waste
 - Animal Waste
 - Clean Wood Waste


How it Works



What consumers will see

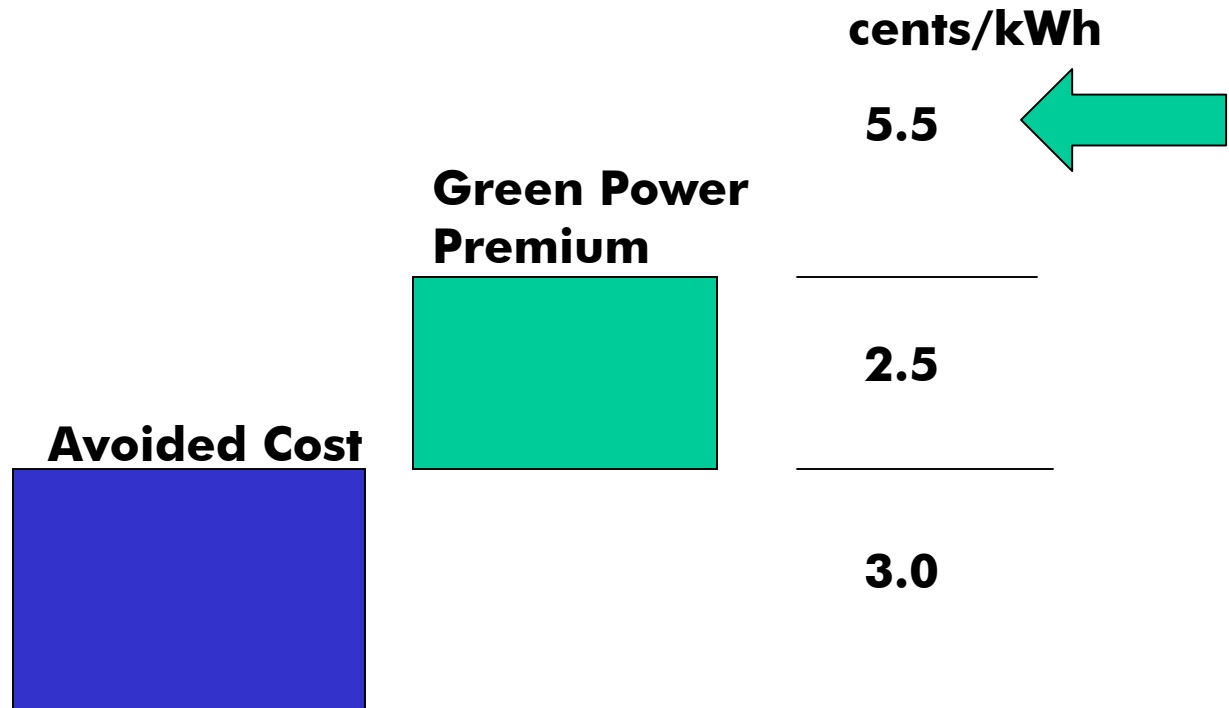
(an example)

Typical Usage	Green Power Block(s)	Monthly Bill
		\$ 4.00
		\$100.00
		<hr/>
		\$104.00


NC GreenPower

Revenue to Generators

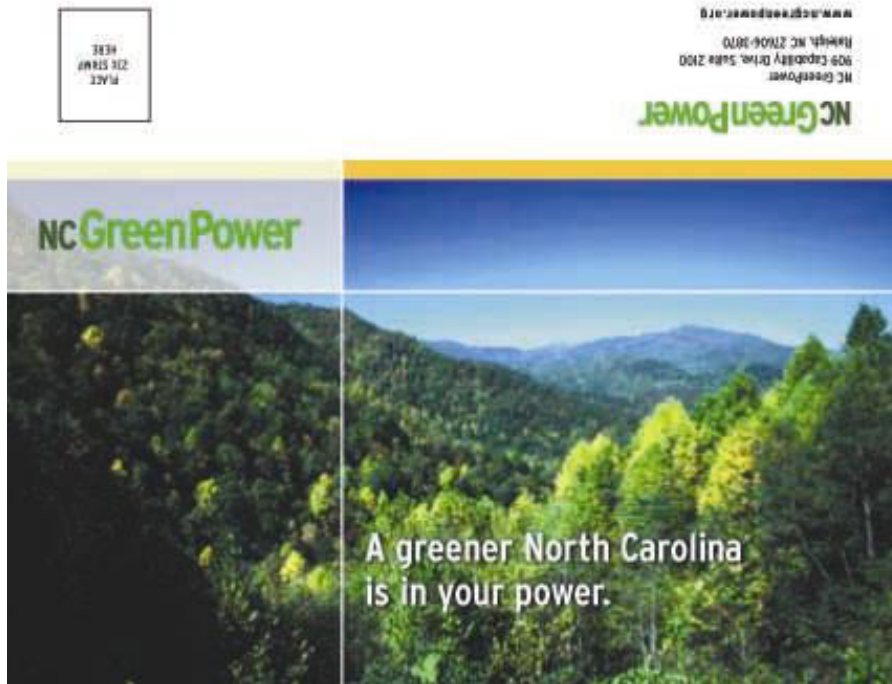
(an example)



How to Sign Up

- **Call electric utility company and request to be signed up for NC GreenPower**
- **Electric utility company Web site or the NC GreenPower Web site**
- **Mail in bill stuffer**

Sample Ads



NC GreenPower

A greener North Carolina
is in your power.

NC GreenPower
909 Capability Drive, Suite 2100
Raleigh, NC 27604-3870
www.ncgreenpower.org

PLACE
YOUR
STAMP
HERE

Progress Energy Carolinas, Inc.
Attn: CCST
P.O. Box 1771
Raleigh, NC 27602

NC
GreenPower

Sample Ads

Help NC GreenPower protect your environment.

NC GreenPower is an independent, nonprofit program dedicated to providing more renewable energy sources to our state. We're working to convert natural resources such as wind, solar and organic matter into electric energy that's good for the environment. And to do the most good, your support is needed.

Sign up today to build a greener future.

It's easy to make a difference.

For as little as \$4 a month, you can help us build up North Carolina's clean power. Every \$4 donation will add one block of 100 kilowatt-hours of green energy to our state's power supply. Over a year, that's the environmental equivalent of not driving a car for 74 days or planting 150 trees!

For your convenience, your contribution will be added to your monthly electric bill. To lower our administrative costs, electric utilities across the state have volunteered to collect contributions and send the entire amount directly to NC GreenPower.

It's in your power.
www.ncgreenpower.org

You can make all the difference in the world—and in our state. Simply fill out, detach and mail this card or include it with your bill payment. Or call your electric utility directly and ask for your NC GreenPower contribution to be added to your monthly bill. Visit our Web site at www.ncgreenpower.org.

☒ **Yes! I want to contribute to a clean environment.**

Please add my NC GreenPower contribution to my electric bill.

My monthly contribution:

- ☐ \$4 a month ☐ \$12 a month
☐ \$8 a month ☐ \$20 a month
☐ \$___ a month (any amount in increments of \$4)

NAME _____

ADDRESS _____

CITY STATE ZIP _____

PHONE NUMBER _____

ELECTRIC UTILITY ACCOUNT NUMBER _____

Photo courtesy of Jim Page, N.C. Department of Environment and Natural Resources

**NC
GreenPower**

Newspaper Advertisement

\$4 says you care about
a cleaner environment.

It's in your power.

Introducing NC GreenPower—the easy, effective way for you to protect the environment today and for the future.

This independent, nonprofit organization is working to encourage the development of renewable energy resources like solar, wind, water and organic matter. And you can help.

Your contribution of only \$4 per month will help add 100 kilowatt-hours of green energy to North Carolina's power supply. For your convenience, your contribution will be added to your monthly electric bill. Your entire tax-deductible donation will go directly to NC GreenPower. Whether you're a resident or a business, make NC GreenPower part of your commitment to a cleaner environment.

www.ncgreenpower.org

NC GreenPower
It's in your power.

Joining sponsors:



Learn more at www.ncgreenpower.org. To sign up today, contact your electric utility.

**NC
GreenPower**

Thank You.

NcGreenPower

It's in your Power.

**Carl L. Wilkins
909 Capability Drive, Suite 2100
Raleigh, NC 27606
www.ncgreenpower.org**